

Rep Order# 6809500	Ver# 7	Status Revised	Traffic Order# 168531	Printed: 08/30/2012 8:30 AM	1 of 8
EC'd Yes				Last Received: 08/29/2012 9:26 PM	
				Showing Buylines: All Rep Revised Lines	

Station KRQE-TV ALBUQUERQUE, NM.	Agency () STRATEGIC MEDIA SVCS	Rep Firm () PHILADELPHIA
Advertiser () NRSC	3299 K STREET NW SUITE #200	Sales Office () AMY MCCREARY
Product NRSC 2012	WASHINGTON, DC 20007	
Estimate#	Agency C/P1/P2/E	
Buyer NEIL WILLIAMS	Flight Dates 10/31/2012 - 11/06/2012	Salesperson Phone# 215-568-6540
Phone#	Hiatus Weeks	Salesperson FAX# 215-568-1845
Fax#		

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

REV TO CNX ORDER
CNX MARKET WIDE
ATTN ALL LINES
PLEASE CNF
THANKS

Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
*1		Buyline Comment: NEWS 1X PER DAY V7 Cancelled	11/05-11/06	\$250.00	:30	0	0	M-TU	5A-6A	\$0.00	0	---
*2		Buyline Comment: NEWS 1X PER DAY V7 Cancelled	10/31-11/02	\$300.00	:30	0	0	W-F	6A-7A	\$0.00	0	---
*3		Buyline Comment: NEWS 1X PER DAY V7 Cancelled	11/05-11/06	\$400.00	:30	0	0	M-TU	6A-7A	\$0.00	0	---
*4		Buyline Comment: EARLY SHOW 2X PER DAY V7 Cancelled	11/05-11/06	\$300.00	:30	0	0	M-TU	7A-9A	\$0.00	0	---
*5		Buyline Comment: EARLY SHOW 1X PER DAY V7 Cancelled	10/31-11/02	\$300.00	:30	0	0	W-F	7A-9A	\$0.00	0	---

Station KRQE-TV ALBUQUERQUE, NM.
 Advertiser () NRSC
 Product NRSC 2012
 Estimate#
 Buyer NEIL WILLIAMS
 Phone#
 Fax#

Agency () STRATEGIC MEDIA SVCS
 3299 K STREET NW SUITE #200
 WASHINGTON, DC 20007
 Agency C/P1/P2/E
 Flight Dates 10/31/2012 - 11/06/2012
 Hiatus Weeks

Rep Firm
 Sales Office () PHILADELPHIA
 Salesperson () AMY MCCREARY
 Salesperson Phone# 215-568-6540
 Salesperson FAX# 215-568-1845

Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
*6		Buyline Comment: PRICE 1X PER DAY V7 Cancelled	10/31-11/02	\$600.00	:30	0	0	W-F	11A-12P	\$0.00	0	
*7		Buyline Comment: PRICE 1X PER DAY V7 Cancelled	11/05-11/05	\$1,500.00	:30	0	0	M	11A-12P	\$0.00	0	
*8		Buyline Comment: NEWS 1X PER DAY V7 Cancelled	10/31-11/02	\$275.00	:30	0	0	W-F	12P-1230P	\$0.00	0	
*9		Buyline Comment: NEWS 1X PER DAY V7 Cancelled	11/05-11/05	\$550.00	:30	0	0	M	12P-1230P	\$0.00	0	
*10		Buyline Comment: THE TALK 1X PER DAY V7 Cancelled	11/05-11/05	\$175.00	:30	0	0	M	2P-3P	\$0.00	0	
*11		Buyline Comment: THE TALK 1X PER DAY V7 Cancelled	10/31-11/02	\$175.00	:30	0	0	W-F	2P-3P	\$0.00	0	
*12		Buyline Comment: PHIL 1X PER DAY V7 Cancelled	10/31-11/02	\$175.00	:30	0	0	W-F	3P-4P	\$0.00	0	

Station KRQE-TV ALBUQUERQUE, NM.
 Advertiser () NRSC
 Product NRSC 2012
 Estimate#
 Buyer NEIL WILLIAMS
 Phone#
 Fax#

Agency () STRATEGIC MEDIA SVCS
 3299 K STREET NW SUITE #200
 WASHINGTON, DC 20007
 Agency C/P1/P2/E
 Flight Dates 10/31/2012 - 11/06/2012
 Hiatus Weeks
 Rep Firm
 Sales Office () PHILADELPHIA
 Salesperson () AMY MCCREARY
 Salesperson Phone# 215-568-6540
 Salesperson FAX# 215-568-1845

Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
*13		Buyline Comment: PHIL 1X PER DAY V7 Cancelled	11/05-11/05	\$300.00	:30	0	0	M	3P-4P	\$0.00	0	
*14		Buyline Comment: NEWS 1X PER DAY V7 Cancelled	11/05-11/05	\$550.00	:30	0	0	M	4P-430P	\$0.00	0	
*15		Buyline Comment: NEWS 1X PER DAY V7 Cancelled	10/31-11/02	\$425.00	:30	0	0	W-F	4P-430P	\$0.00	0	
*16		Buyline Comment: NEWS 1X PER DAY V7 Cancelled	10/31-11/02	\$425.00	:30	0	0	W-F	430P-5P	\$0.00	0	
*17		Buyline Comment: NEWS 1X PER DAY V7 Cancelled	11/05-11/05	\$550.00	:30	0	0	M	430P-5P	\$0.00	0	
*18		Buyline Comment: CBS EVENING 1X PER DAY V7 Cancelled	11/05-11/05	\$2,500.00	:30	0	0	M	5P-530P	\$0.00	0	
*19		Buyline Comment: CBS EVENING 1X PER DAY V7 Cancelled	10/31-11/02	\$1,000.00	:30	0	0	W-F	5P-530P	\$0.00	0	

Rep Order# 6809500 Ver# 7 Status Revised
EC'd Yes

Traffic Order# 168531

Printed: 08/30/2012 8:30 AM
Last Received: 08/29/2012 9:26 PM
Showing Buylines: All Rep Revised Lines

4 of 8

Station KRQE-TV ALBUQUERQUE, NM.
Advertiser () NRSC
Product NRSC 2012
Estimate#
Buyer NEIL WILLIAMS
Phone#
Fax#

Agency () STRATEGIC MEDIA SVCS
3299 K STREET NW SUITE #200
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 10/31/2012 - 11/06/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
*20		Buyline Comment: NEWS 1X PER DAY V7 Cancelled	10/31-11/02	\$900.00	:30	0	0	W-F	530P-6P	\$0.00	0	
*21		Buyline Comment: NEWS 1X PER DAY V7 Cancelled	11/05-11/05	\$1,400.00	:30	0	0	M	530P-6P	\$0.00	0	
*22		Buyline Comment: NEWS 1X PER DAY V7 Cancelled	11/04-11/04	\$1,600.00	:30	0	0	SU	10P-1037P	\$0.00	0	
*23		Buyline Comment: JEP 1X PER DAY V7 Cancelled	10/31-11/02	\$1,200.00	:30	0	0	W-F	6P-630P	\$0.00	0	
*24		Buyline Comment: JEP 1X PER DAY V7 Cancelled	11/05-11/05	\$1,400.00	:30	0	0	M	6P-630P	\$0.00	0	
*25		Buyline Comment: WHEEL 1X PER DAY V7 Cancelled	11/05-11/05	\$1,700.00	:30	0	0	M	630P-7P	\$0.00	0	
*26		Buyline Comment: WHEEL 1X PER DAY V7 Cancelled	10/31-11/02	\$1,200.00	:30	0	0	W-F	630P-7P	\$0.00	0	

Rep Order# 6809500 Ver# 7 Status Revised
EC'd Yes

Traffic Order# 168531

Printed: 08/30/2012 8:30 AM
Last Received: 08/29/2012 9:26 PM
Showing Buylines: All Rep Revised Lines

5 of 8

Station KRQE-TV ALBUQUERQUE, NM.
Advertiser () NRSC
Product NRSC 2012
Estimate#
Buyer NEIL WILLIAMS
Phone#
Fax#

Agency () STRATEGIC MEDIA SVCS
3299 K STREET NW SUITE #200
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 10/31/2012 - 11/06/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
*27		Buyline Comment: NEWS 1X PER DAY V7 Cancelled	10/31-11/02	\$1,500.00	:30	0	0	W-F	10P-1037P	\$0.00	0	
*28		Buyline Comment: NEWS V7 Cancelled	11/05-11/05	\$1,500.00	:30	0	0	M	10P-1037P	\$0.00	0	
*29		Buyline Comment: NEWS V7 Cancelled	11/05-11/05	\$2,000.00	:30	0	0	M	10P-1037P	\$0.00	0	
*30		Buyline Comment: LETTERMAN V7 Cancelled	11/05-11/05	\$550.00	:30	0	0	M	1037P-1135P	\$0.00	0	
*31		Buyline Comment: LETTERMAN V7 Cancelled	10/31-10/31	\$550.00	:30	0	0	W	1037P-1135P	\$0.00	0	
*32		Buyline Comment: 5-0 V7 Cancelled	11/05-11/05	\$13,000.00	:30	0	0	M	9P-10P	\$0.00	0	
*33		Buyline Comment: POINTINTEREST V7 Cancelled	11/01-11/01	\$4,000.00	:30	0	0	TH	8P-9P	\$0.00	0	
*34		Buyline Comment: MENTALIST V7 Cancelled	11/01-11/01	\$4,200.00	:30	0	0	TH	9P-10P	\$0.00	0	

Station KRQE-TV ALBUQUERQUE, NM.
Advertiser () NRSC
Product NRSC 2012
Estimate#
Buyer NEIL WILLIAMS
Phone#
Fax#

Agency () STRATEGIC MEDIA SVCS
3299 K STREET NW SUITE #200
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 10/31/2012 - 11/06/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
*35		Buyline Comment: BLUE BLOODS V7 Cancelled	11/02-11/02	\$3,000.00	:30	0	0	F	9P-10P	\$0.00	0	
*36		Buyline Comment: SAT EARLY V7 Cancelled	11/03-11/03	\$50.00	:30	0	0	SA	5A-7A	\$0.00	0	
*37		Buyline Comment: NEWS V7 Cancelled	11/03-11/03	\$75.00	:30	0	0	SA	7A-8A	\$0.00	0	
*38		Buyline Comment: JEP WKEND V7 Cancelled	11/03-11/03	\$550.00	:30	0	0	SA	6P-630P	\$0.00	0	
*39		Buyline Comment: WHEEL WEEKEND V7 Cancelled	11/03-11/03	\$550.00	:30	0	0	SA	630P-7P	\$0.00	0	
*40		Buyline Comment: 48 HRS V7 Cancelled	11/03-11/03	\$2,200.00	:30	0	0	SA	9P-10P	\$0.00	0	
*41		Buyline Comment: NEWS V7 Cancelled	11/03-11/03	\$1,500.00	:30	0	0	SA	10P-1037P	\$0.00	0	
*42		Buyline Comment: NEWS V7 Cancelled	11/04-11/04	\$200.00	:30	0	0	SU	7A-8A	\$0.00	0	
*43		Buyline Comment: CBS SUN MORN V7 Cancelled	11/04-11/04	\$800.00	:30	0	0	SU	8A-930A	\$0.00	0	

Station KRQE-TV ALBUQUERQUE, NM.
 Advertiser () NRSC
 Product NRSC 2012
 Estimate#
 Buyer NEIL WILLIAMS
 Phone#
 Fax#
 Agency () STRATEGIC MEDIA SVCS
 3299 K STREET NW SUITE #200
 WASHINGTON, DC 20007
 Agency C/P1/P2/E
 Flight Dates 10/31/2012 - 11/06/2012
 Hiatus Weeks
 Rep Firm
 Sales Office () PHILADELPHIA
 Salesperson () AMY MCCREARY
 Salesperson Phone# 215-568-6540
 Salesperson FAX# 215-568-1845

Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
*44		Buyline Comment: FACE V7 Cancelled	11/04-11/04	\$2,200.00	:30	0	0	SU	930P-1A	\$0.00	0	
*45		Buyline Comment: NFL GAME 1 V7 Cancelled	11/04-11/04	\$1,650.00	:30	0	0	SU	11A-2P	\$0.00	0	
*46		Buyline Comment: BRONCOS NFL V7 Cancelled	11/04-11/04	\$5,000.00	:30	0	0	SU	11A-2P	\$0.00	0	
*47		Buyline Comment: 60 MIN V7 Cancelled	11/04-11/04	\$12,000.00	:30	0	0	SU	6P-7P	\$0.00	0	

---REPORT TOTALS---

Report Totals: 0 / \$0.00

---SALES MONTHLY TOTALS---

Nov 12: 0 / \$0.00
 Sales Totals: 0 / \$0.00
 Station Totals: 0 / \$0.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$0	KASA 7%	KASY 0%	KBIM 0%	KOAT 35%	KOB 26%
		KRQE 32%	KWBQ 0%			

---COMPETITIVE COMMENTS---

NEW ORDER
 EST SHARES BASED ON ALL 8 WEEKS

EC'd Yes Last Received: 08/29/2012 9:26 PM Showing Buylines: All Rep Revised Lines

Station KRQE-TV ALBUQUERQUE, NM.
Advertiser () NRSC
Product NRSC 2012
Estimate#
Buyer NEIL WILLIAMS
Phone#
Fax#

Agency () STRATEGIC MEDIA SVCS
3299 K STREET NW SUITE #200
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 10/31/2012 - 11/06/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

Books NOV12
Demos RA35+

--- CREDIT RISK ---
CASH IN ADVANCE